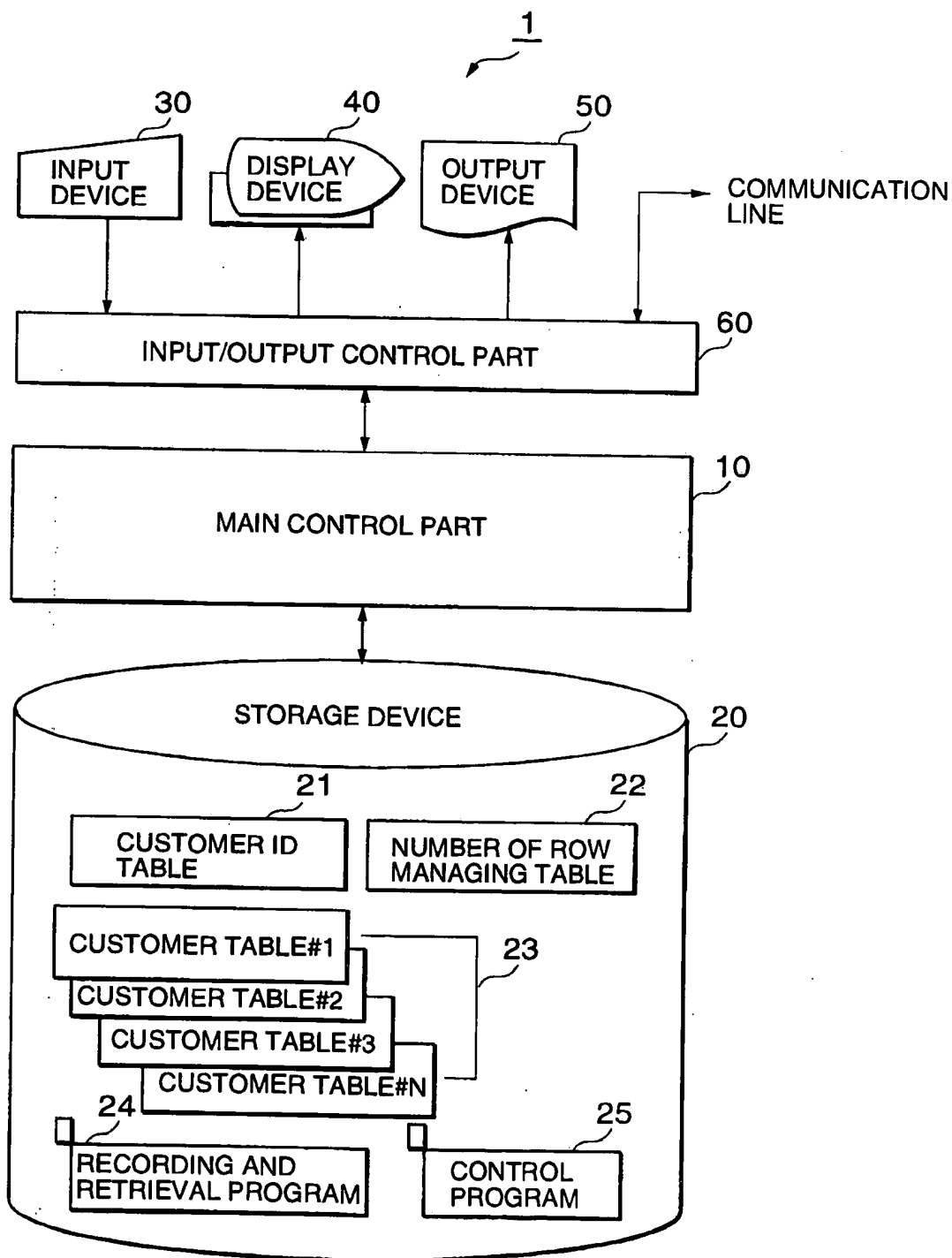


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FIG.1



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FIG.2

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ROW NUMBER	CUSTOMER ID
No.1	CUSTOMER A
No.2	CUSTOMER B
No.3	CUSTOMER C
⋮	⋮

FIG.3

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CUSTOMER TABLE NAME	NUMBER OF ROWS
CUSTOMER TABLE #1	100
CUSTOMER TABLE #2	200
CUSTOMER TABLE #3	300
⋮	⋮

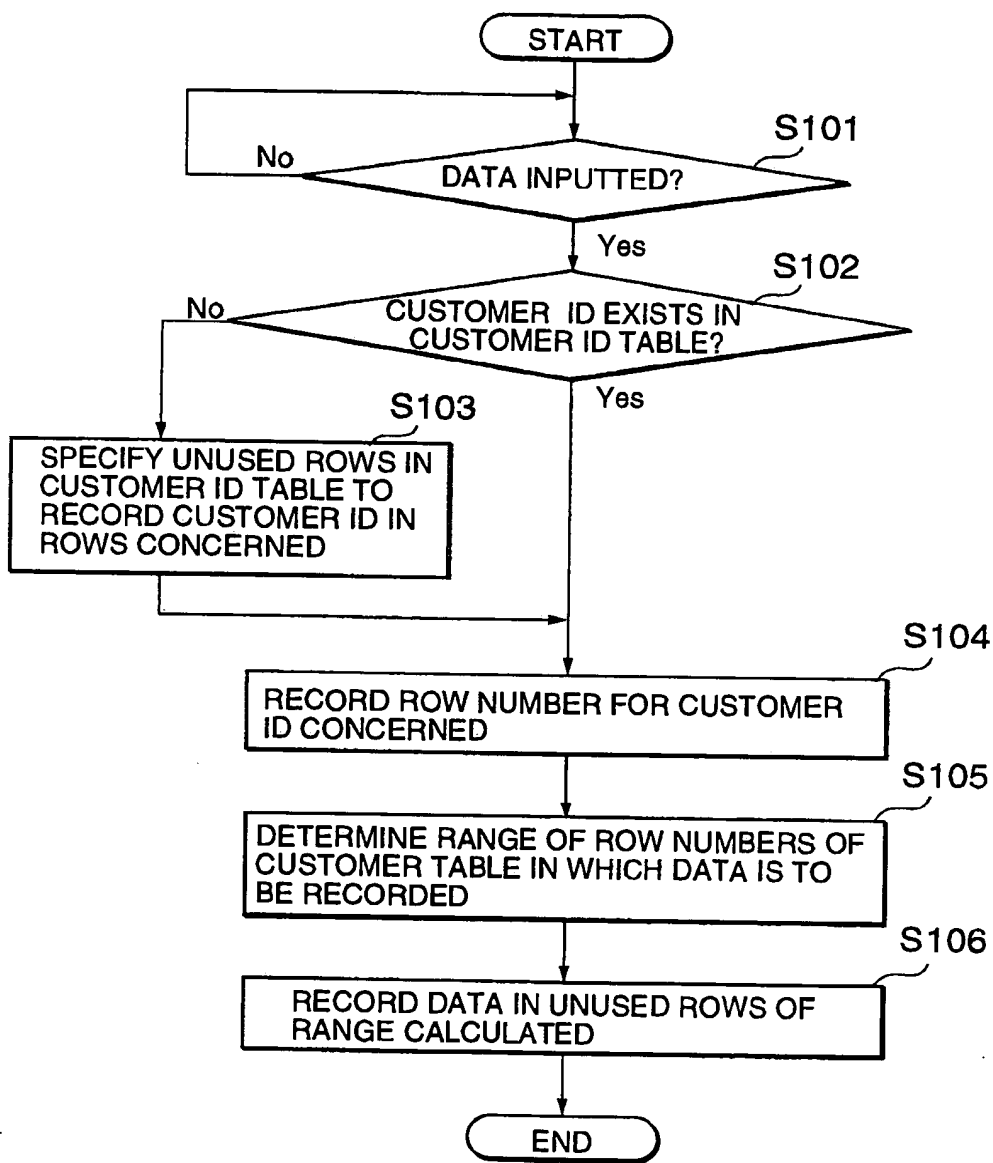
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FIG.4

ROW NUMBER	CUSTOMER ID TABLE	CUSTOMER TABLE #1 (EVENT HISTORY)	CUSTOMER TABLE #2 (PURCHASE HISTORY)
1	CUSTOMER A	1 99/5/1 CAMPAIGN A DM	1 99/3/4 BAG ¥60,000
2	CUSTOMER B	2 00/6/1 CAMPAIGN C EMail	2 00/5/10 BELT ¥15,000
3	CUSTOMER C	...	3 00/8/15 RING ¥330,000
		101 99/5/1 CAMPAIGN A DM	...
		102 00/2/1 CAMPAIGN B DM	...
	
		201	201 99/8/3 BAG ¥230,000
			202 00/5/20 BELT ¥20,000
			203 99/6/20 MEN'S WEAR ¥270,000
	
		201	401

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FIG.5



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FIG.6

